

Trade Invest Monthly

Hawaii's International Business Network

State of Hawaii

Department of Business, Economic Development & Tourism

To receive the Trade Invest Monthly by e-mail, please send your request to: tradeinvest@dbedt.hawaii.gov

International Notices

Health Care Forums '99 Focus on Health Care Management

Sponsored by DBEDT in partnership with the Asian Productivity Organization (APO) of Tokyo, Health Care Forums '99 offers a unique opportunity for Hawaii health care organizations to study health care management with 23 delegates from the APO.

The APO delegates attending the study meeting will inform participants of productivity concepts, methods and practices in health care management. The meetings will also include presentations of research papers by the delegates. The delegates will also provide insights on changes and trends affecting efficient delivery of health care services.

The study meeting details are as follows:

DATE: December 6-9, 1999
PLACE: Ala Moana Hotel, Carnation Room

APO is comprised of 18 member countries dedicated to increase productivity in the countries of Asia through mutual cooperation. APO's role is to serve as a think tank catalyst, regional advisor, institution builder and clearing-house for productivity information.

Seating is limited and reservations are required. Registration **deadline is December 1, 1999**. For more information or to register for the study meeting, please call DBEDT's Service Trade Branch at 587-2750.

Internet Software U.S.A. 2000 Exhibition / Seminar in Tokyo

The U.S. Embassy Tokyo's Commercial Section has announced the second annual "Internet Software U.S.A. Exhibition and Seminar" for March 16-17, 2000, at the U.S. Trade Center Tokyo.

This exhibition is dedicated exclusively to promoting American internet-related software technologies and creating market access opportunities for U.S. Companies. At last year's event, exhibitors reported more than 230 sales leads from 600 qualified Japanese businesses.

With hopes to expand the show, the organizers guarantee each exhibitor an opportunity to deliver a seminar presentation (with English to Japanese translation provided).

Participation fee of \$US 3,400 includes 3 x 4 meter booth, 45 minute presentation slot, and a listing in the show catalog. This will be supported by a country-wide marketing campaign to promote the event.

Interested firms must reply **no later than December 9, 1999**.

For more information please contact Ms. Tamami Imai
Commercial Service, U.S. Embassy Tokyo

Phone: 81-3-3224-5876 Fax: 81-3-3224-5071

E-mail: tamami.imai@mail.doc.gov

Webpage:

www.csjapan.doc.gov/ustc/event/internet2000/fact.html

U.S. Apparel Show in Tokyo

To further promote the expansion of U.S. apparel manufacturers in Japan, the U.S. & Foreign Commercial Service will hold the 19th annual U.S. Apparel Show in Tokyo at the Tokyo International Exhibition Center, January 19-21, 2000. This show will be combined with the International Fashion Fair (IFF). The U.S Apparel Show will feature American fashion with all products made in the U.S.A.

Participants of last year's show reported order received during the exhibition of US\$4 million and estimated US\$43 million in orders for the following 12 months from contacts made at the show. Over 20,000 buyers from throughout Japan are expected to attend.

Business Development & Marketing Division
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Tel: (808) 587-2584, Fax: (808) 587-3388, e-mail: tradeinvest@dbedt.hawaii.gov

For more information on the show, contact Bill Dawson of the Office of Textiles and Apparel in Washington D.C., Tel: (202) 482-5155; Fax: (202) 482-2859.

Hawaii Notices

Patent and Trade Mark Seminar

The Friends of the Library of Hawaii will sponsor presentations by officials from the U.S. Patent and Trademark Office on Accessing Information on Patent and Trade Marks.

Split into a two day seminar, the presenters will go into detail how to access and look up information on Patents on the first day and then on Trademarks on the second day of presentations.

PLACE: Ala Moana Hotel, Garden Lanai

Accessing Patent Information

DATE: Wednesday, January 19, 2000

TIME: 8:30am to 4:30 pm

ADMISSION FEE: \$20.00

Accessing Trademark Information

DATE: Thursday, January 20, 2000

TIME: 8:30am to 11:30am

ADMISSION FEE: \$10.00

For more information please contact Ms. Jan Tawarahara at the Hawaii State Library, Tel: 586-3620.

Worldwide Market Reports

Due to the large number of requests for reports, we have made the request process easier to better serve you. Complete the request form at the end of the newsletter and fax it to 587-3388, or send an e-mail message to: tradeinvest@dbedt.hawaii.gov

New Zealand - Hospitality

Similar to Hawaii, New Zealand's hospitality sector--a multi-million dollar industry linked with tourism--is that country's largest export earner.

The U.S. & Foreign Commercial Service reports that with the opportunities created by international events such as APEC and the Americas Cup in 1999 and 2000, New Zealand is preparing for additional visitors by adding new and upgraded visitor attractions, constructing new hotels, and promoting innovative food and beverage industries.

According to the report, the New Zealand tourism visitor growth rate is expected to increase to 6% in the next five years, growing to 2.2 million visitors by 2005.

To be successful, a wide range of capital equipment including commercial cooking facilities, furniture, furnishings,

and other supplies will be required by the hospitality industry.

This New Zealand hospitality report focuses on the following:

- Competitive analysis
- End-user analysis - growth of Asian and Japan tourists to New Zealand
- Market access - strength of hotel brands
- Tariffs - apparel, footwear, textiles and carpet are still protected industry sectors
- Legislation
- Product standards
- Listing of New Zealand hospitality equipment importers and suppliers

For a copy of the report, complete the request form and fax it to (808) 587-3388.

Japan - Men's Casual Wear

The U.S. & Foreign Commercial Service in Osaka reports that the men's casual wear market has the most potential for U.S. apparel suppliers.

According to an industry newspaper, the total men's casual wear market in Japan is estimated to reach US\$5.7 billion in 1999. This market is expanding and although the "American Casual Fashion" boom is over in Japan, American casual fashion has successfully established a permanent category in the market.

The report focuses on the following market information:

- Market overview - total market, men's casual wear market, American Casual Fashion;
- Best sales prospects - utility chic, outdoor, street, X-games;
- Competitive analysis - third country imports, U.S. market position;
- End-user analysis;
- Market analysis - import climate, size standards; and
- Distribution/business practices.

For a copy of the report, complete the request form and fax it to (808) 587-3388.

U.S. China Sign Historic Trade Agreement

On November 15, 1999, the Office of the U.S. Trade Representative announced the completion of bilateral talks on China's accession to the World Trade Organization (WTO).

In summary, the agreement provides significant access for U.S. agriculture, industrial products and services. The agreement also contains strong provisions to address import surges and unfair trade practices.

Some specific examples in the agreement are as follows:

- China will cut duties from an overall average of 22.1% to 17%;
- China will make even greater reductions on agricultural items of particular interest to the U.S.;
- China will eliminate export subsidies;
- New access for U.S. companies, including banks, insurance companies, and telecommunications businesses;
- Distribution rights for U.S. exporters;
- Improved access for computer services, business consulting, accounting, advertising, and financial information services; and
- In textiles, the U.S. and China agreed to appropriate measures to avoid market disruptions during and after the phase-out of current quotas.

In the next steps for China's WTO accession, China must conclude bilateral negotiations with a number of WTO members, including the European Union. Multilateral negotiations on China's accession protocol must also be completed. China must then complete its own domestic procedures for accession.

Vietnam – Processed Foods Market

With a population of 78 million and a large urban population in Ho Chi Minh City and Hanoi, the U.S. & Foreign Commercial Service reports that the Vietnam market offers good long-term opportunities for U.S. food producers.

However, the report also cautioned that international companies will need to spend a lot of time getting to know the market, the consumers, and the due diligence on the local food distributors.

The economic reforms in 1986, or *doi moi*, have led to a transition of Vietnam to a market-oriented economy. That has resulted in a significant growth period—8-9% on average—during the 1990's.

Although the economy has grown during the 1990s, there still remain issues that hamper future growth in the processed food sector. For example, the infrastructure (port facilities, roads, airports, and storage facilities) are still in need of significant improvement.

The U.S. is also relatively behind other Asian and European competitors, as U.S. companies were not allowed to do business in Vietnam until 1994. Other competitors firmly entrenched themselves in the Vietnamese market, and made U.S. entry into the market more difficult. As a result, total U.S. food imports into Vietnam in 1998 totaled only US\$12 million.

Ho Chi Minh City and Hanoi markets represent the best opportunities for U.S. food producers due to the large urban concentration and its familiarity with Western products. These two cities also have a higher per capita income.

The report focuses on the following topics:

- ♦ Market highlights – infrastructure, potential markets, restaurants, retail market;
- ♦ Competitive situation – third country imports, U.S. market position, domestic services;
- ♦ End-user analysis;
- ♦ Market entry climate;
- ♦ Distribution & business practices; and
- ♦ Regulatory issues and labeling of products.

For a copy of the report, complete the request form and fax it to (808) 587-3388.

College Education Programs in Indonesia

The U.S. & Foreign Commercial Service in Jakarta reports that there may be opportunities for U.S. educational institutions to form management contracts, twinning programs or joint ventures with Indonesian institutions.

In 1998, the report estimates that 41,000 Indonesian, or 1.4% of the total, make up the students studying abroad. The U.S. continues to be the most desirable for Indonesian students. However, due to the 75% devaluation of the rupiah, a U.S. education has become prohibitively expensive.

In an effort to make overseas education less costly, the government of Indonesia for the first time allowed foreign institutions to form alliances with Indonesian institutions.

This report focuses on the following areas related to education:

- ❖ Tertiary education programs in Indonesia;
- ❖ Indonesian spending on study abroad – 1998 to 2000;
- ❖ Competitive situation – U.S. market position, strong Australian educational presence, third country competitors;
- ❖ Domestic situation; and
- ❖ Market access.

For a copy of the report, complete the request form and fax it to (808) 587-3388.

Japanese Market Reports

The Japan External Trade Organization (JETRO) has recently published market reports on: 1) canned fruits and jam; and 2) fresh vegetables. An overview of those reports is as follows:

Canned Fruits and Jam (23 page report)

1. Canned Fruits and Jam market overview – supply and import trends
2. Import system and regulations – Food Sanitation Laws, import controls, tariff rates table
3. Distribution – function of wholesalers, distribution costs, sales promotions

4. Consumption trends - retail and consumer levels
5. Future prospects
6. Advice on accessing the Japanese market

Fresh Vegetables (21 page report)

1. Market overview - domestic production trends, consumption characteristics
2. Import system and related regulations - plant quarantine law, rules on labeling
3. Distribution - channels, direct import trends, wholesale markets
4. Advice on approaching the Japanese market - evaluations of imported produce

For a copy of the reports, complete the request form and fax it to (808) 587-3388.

Free Newsletter on Shipping Hazardous Materials

Hawaii exporters, shippers, freight forwarders, carriers, and airlines that ship hazardous products may be interested in the free newsletter on hazardous materials compiled by the Transportation Development Group. For more information, contact Jim Powell at Tel: (800) 949-4834 Fax: (310) 302-0809.

Offers

The below-listed trade opportunity comes directly from the company or trade organization, and DBEDT does not endorse any of these companies or organizations. Please do your own background check before entering into any business negotiation.

Offers to Sell

An exporter from Vanuatu is looking for potential importers in Hawaii for its kava, ginger, and noni products. Contact John Aruhuri, Fresh Water Shipping Centre, Tel: (678) 25845; Fax: (678) 22248; e-mail: fresh@vanuatu.com.vu.

Other Opportunities

Importer in Spain of surfboards and waterpolo equipment is looking for U.S. manufacturers of the said products. Primary buying factors include price, quality, and shipping terms. Will purchase on short-term (2-6 months), and is looking for a regular/long-term supplier with continual sales. Contact Andres V. Garcia, AQA T-ch Sport, S.L., Tel: (34) 952-800-514; Fax: (34) 952-802-564.

Worldwide Business Trade Shows, Conferences, and Trade Missions

2000

May 23-24

The American Foods Pavilion at PLMA's 2000 "World of Private Label" International Trade Show. Amsterdam, the Netherlands. "Private label" has been growing in sales and significance in several European countries. According to a 1998 Nielsen report, the UK is the leader with 43% (by volume) of the retail market, followed by Belgium with 33.7%, Germany with 27.8%, the Netherlands with 21.2%, and France with nearly 22%. Trade show is organized by the Private Label Manufacturers Association (PLMA), and is endorsed by the U.S. Department of Agriculture. Contact David Bliss, Private Label Manufacturers Association in New York, Tel: (212) 972-3131; Fax: (212) 983-1382.

May 31 - June 3

Food & Hotel Philippines 2000. Manila, Philippines. This trade-only show is the Philippines' leading food tradeshow. The 1999 exhibition saw an 18% visitor increase over 1998. The Philippines remains the largest, single South East Asian market for U.S. consumer foods. The "Great American Food Show" from the U.S. Department of Agriculture will be a part of the trade show. For more information, contact the Philippine International Exhibitions and Conventions, Inc. (PIEC Inc.) at Tel: (632) 759-3263; Fax: (532) 759-3250; e-mail: piecinc@portalinc.com.

Report Request Form

Company: _____ Contact person: _____

Address: _____

Telephone number: _____ Facsimile number: _____

Report(s) requested:

___ New Zealand - Hospitality

___ Vietnam - Processed Foods

___ Japanese Market Reports - Canned Fruit & Jam

___ Japan - Men's Casual Wear

___ College Education Programs - Indonesia

___ Japanese Market Reports - Fresh Vegetables

Other: _____

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